



Space Science Education and Public Outreach (E/PO) New Frontiers Phase A KickOff Meeting

Inspiring the Next Generation of Explorers . . .

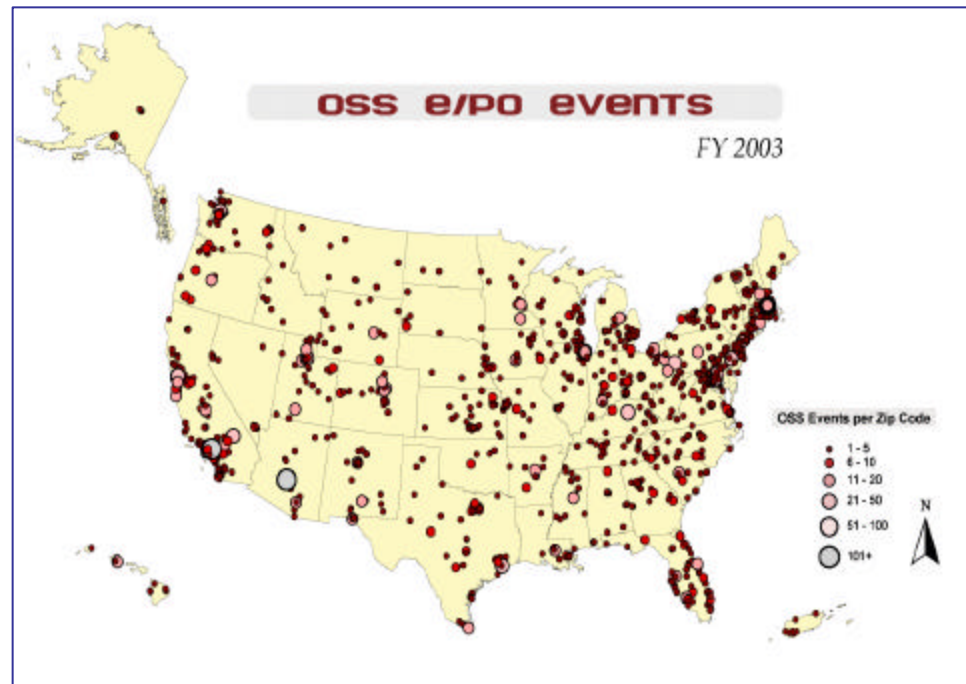


. . . as only NASA can.



Extent of FY 2003 OSS E/PO Program

- More than 5,000 discrete E/PO events.
- Presence in all 50 states, DC, and PR.
- Presence at more than 20 national and 50 regional E/PO conferences.
- 30 awards and other forms of public recognition received.
- Estimated participants:
 - Over 390,000 direct participants in workshops, community and school visits, and other interactive special events.
 - Over 3 million visitors for museum exhibitions, planetarium shows, public lectures, and special events
 - Over 6 million Internet participants for web casts, web chats, and other web events.
 - Accessible to 200 million through conference exhibits, radio and television broadcasts, newspaper columns, and other forms of public media.

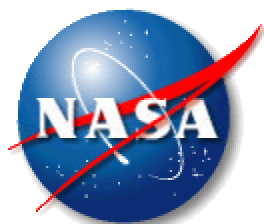




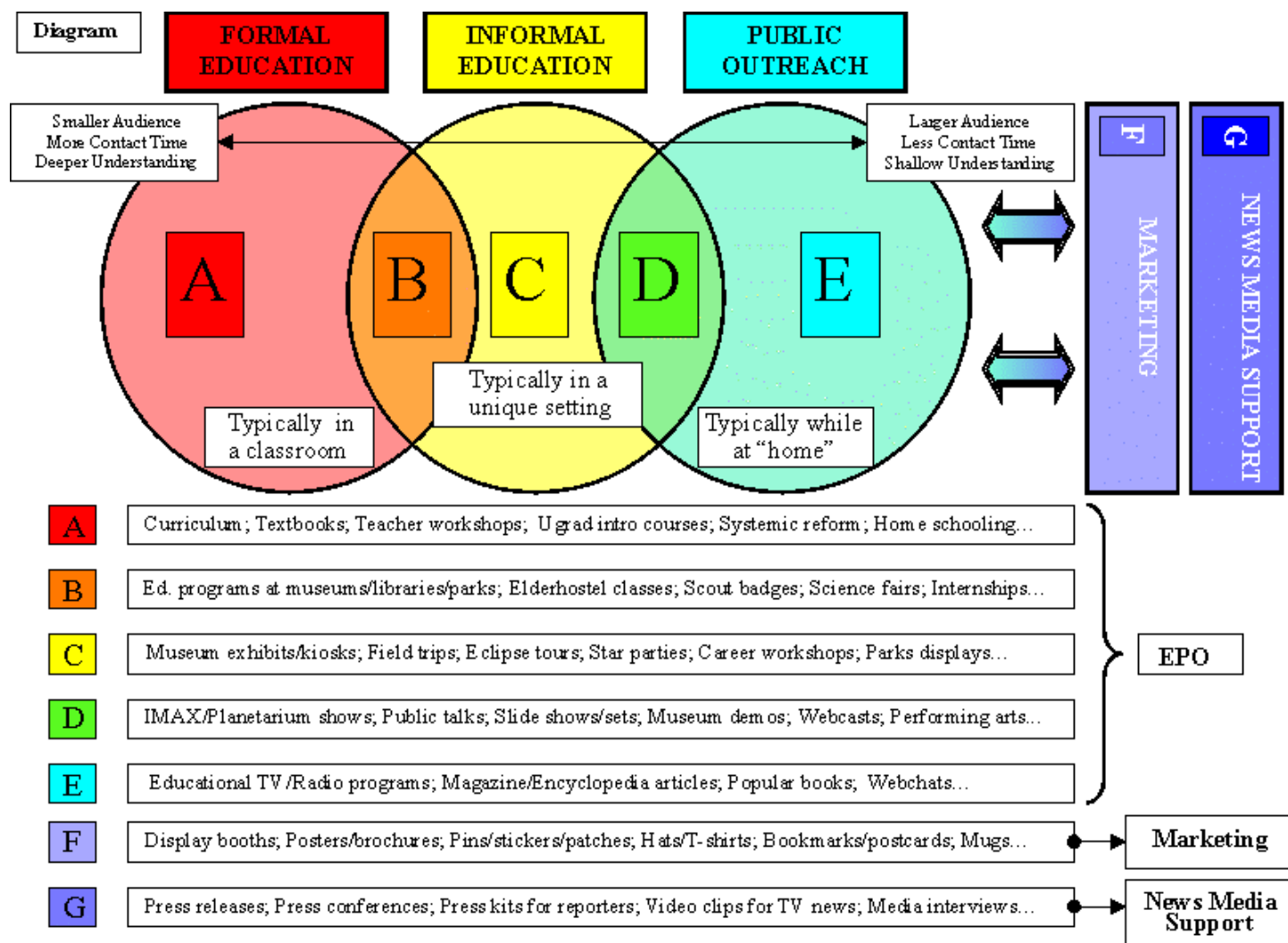
Contributors to FY 2003 OSS E/PO Program

- Over 100 OSS Missions and Programs.
- Over 1,000 OSS-affiliated scientists, technologists, and support staff.
- Over 500 institutional partners, including:
 - ~ 150 science centers, museums, and planetariums.
 - ~ 20 precollege educational organizations, school districts and boards.
 - ~ 175 science institutions and organizations, colleges and universities (including 29 minority institutions).
 - 12 professional societies of minority scientists and organizations promoting minority participation in science.
 - ~ 120 libraries and community organizations.
- Over 1500 institutions participating as host sites for OSS exhibits and events.





Distinguishing E/PO from Public Affairs





New Frontiers E/PO Requirements Concept Studies

- Initial Proposal was:
 - Statement of understanding of E/PO requirements and commitment to E/PO goals.
 - Brief overview of planned E/PO activities *including any unique characteristics of the mission that might provide unusual opportunities for E/PO.*
- Concept Studies require:
 - Full E/PO implementation plan that *will play an explicit role in the evaluations leading to confirmation for implementation leading to flight.*



New Frontiers E/PO Requirements Goals, Objectives, and Expectations

- Specific E/PO guidance and expectations for space science E/PO is given by the
 - Space science education strategy at <http://spacescience.nasa.gov/education/resources/strategy/index.htm>
 - Space science E/PO evaluation criteria in the *Explanatory Guide* at http://ssibroker.colorado.edu/Broker/Eval_criteria/Guide/Guide3_0.Final.pdf
- The evaluation criteria and the explanatory guide have been revised in response to new NASA E/PO Goals/Objectives.
 - The revised criteria will apply to New Frontiers Concept studies.
 - The revisions have been done in such a way that the content of and expectations for space science E/PO will remain essentially unchanged.



Key Issues for New Frontiers E/PO Plans

- **Commitment** to a substantial E/PO program
 - *fund at 1-2% of the total mission cost, phased according to E/PO needs.*
- Relationship of the planned E/PO program to unique scientific or technical aspects of the mission.
 - *. . . as only YOUR mission can!*
- **Direct involvement** of science team members in E/PO.
- Effective **partnerships** with institutions and/or personnel in the fields of education and/or public outreach.
- **Evaluation** of effectiveness and impact.
- For formal education, **alignment** with and **linkage** to national, state, or local education reform efforts.
- Contributions to the training, involvement, and broad understanding of **underserved and/or underutilized groups** in science and technology.
 - *Bring in knowledgeable partners at the very first stages of your planning.*
- Potential to expand scope.
 - *High leverage is essential.*

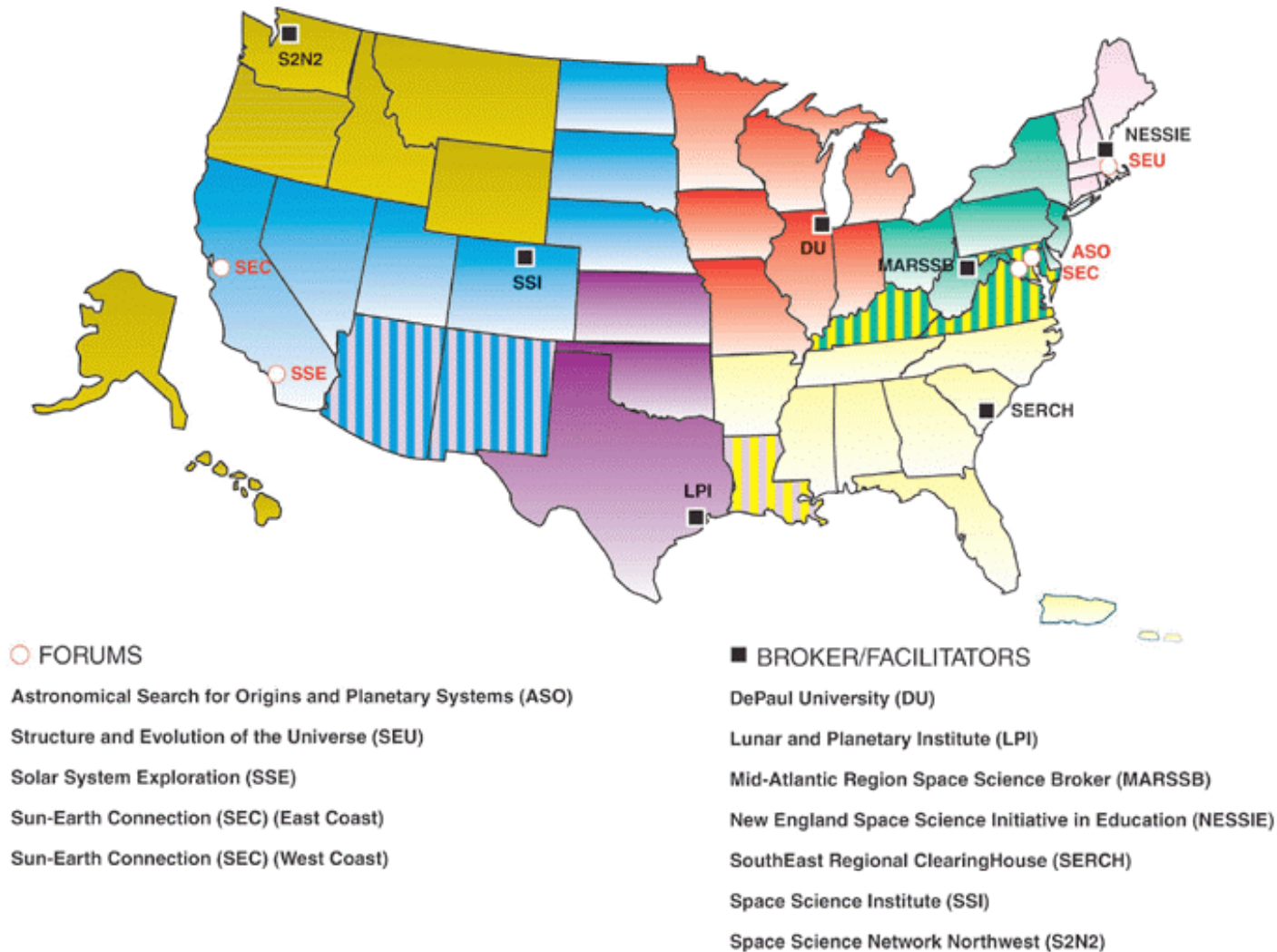


OSS Education and Public Outreach Sources of Information

- A Short Reading List:
 - OSS Education and Public Outreach Strategy
 - OSS Education and Public Outreach Implementation Plan
 - OSS Explanatory Guide for the Education/Public Outreach Evaluation Criteria
 - OSS Education and Public Outreach Annual Reports
- The OSS “Explanatory Guide”
 - Describes in more detail what the Evaluation Criteria mean
 - Contains answers to “Frequently Asked Questions”
 - Was developed to ensure that E/PO efforts are prepared and evaluated on a consistent basis
- OSS E/PO Support Network.



OSS E/PO Support Network





OSS Education and Public Outreach Support Network Services

<http://spacecience.nasa.gov/education/resources/ecosystem/>

- Forums
 - Coordinate E/PO efforts of missions within a given space science theme area.
 - Advice and assistance in coordinating your E/PO plans
 - with those of other missions
 - with the overall theme approach to E/PO.
 - Broker/Facilitators
 - Regional focus across all space science themes.
 - Advice and consultations on
 - developing E/PO plans and projects.
 - locating education partners
 - locating partners from underserved/underrepresented communities.
 - regional and community needs.
- Operating Principles
 - The Support Network will provide advice and consultation, but will not participate in the actual preparation or review of your proposal.
 - All pre-proposal discussions are treated as proprietary.



Space Science E/PO Contacts

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- Proposal preparation and submission

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